

CHAPTER 3

RESEARCH METEODOLOGY

3.1 Introduction

This chapter describes the methods and techniques used during the study based on the objectives and scope of the study noted. To conducted of achieve this research, is several methods have been used, or the method of data collection methods literature, giving questionnaires to the respondents and analyze the data collected for this study. With this study will be conducted more complete and structured so that it is consistent with the goals and objectives of the research done.

Thus, the retrieval of information and data will be much easier if knowing the methods for implementation of the study. This method is used to get as much data needed to complete this study. To complete the objectives of the study all steps done in stages so that a project can be completed smoothly.

3.2 Data collectors

The data collection was made will be divided into 2 primary sources and secondary sources.

a) Primary Sources

Data extraction was made with the study area in which the data will be obtained directly at the study site.

b) Secondary Sources

Typically, secondary sources will provide a thorough understanding of the theory and research. Some examples of secondary sources that can be referenced are like books, journals, magazines, articles, and newspaper clippings.

3.3 Method of Study

The methodology will be broken down into several stages in order to obtain information. At the initial stage, a working structure designed to get an overview of the course of the study. This structure will divide the review into several parts:-

3.3.1 Questionnaire Survey

A Questionnaire survey is conducted to determine the demographic of taxi service in Kota Bharu. The questionnaire was divided into three parts of demographics, the questioner item correspondent to gender, race, age, trip purposes and recommendation or improvement to use public taxi transport in future. In questionnaire related item concern about routine commute pattern, taxi fare, comfort, taxi drivers, and others convenience in Kota Bharu town.

Questionnaire survey is important for an operator or planner to understand their customer in order to provide quality service that raise the customer's satisfaction and decision to keep using this service. The questionnaire are distributed seeks feedback from passengers about the level of customer satisfaction with services provided within the study area either satisfying or not. The data was analyzed to obtain the index for customer satisfaction and dissatisfaction with services.

In addition, the questionnaire is conducted to get a reaction from the users who use the taxi service system of the level of customer satisfaction and customer dissatisfaction. The selection is conducted mostly random individuals for the distribution as a whole. It is to seek the views of users then used as data in the analysis. Respondent were asked to rate their satisfaction to the item of overall satisfaction and 5 items in specific quality attribute for public transport. Likert-type scale rate ranged from strongly satisfied, satisfy, moderately satisfactory, less satisfactory and for strongly dissatisfied. As be known, population in Kota Bharu about 509400 citizens.

Therefore, a questionnaire survey was distributed to 160 respondents. From the questionnaires will be able to describe the situation and understand the problem to be analyzed. The questionnaire survey of distributes to customers that using taxi in Kota Bharu, Kelantan by randomly.

3.3.2 Sample Size

Questionnaire survey is made to find out the level customer satisfaction on taxi service and to improvement that have been suggested by customers Kota Bharu. Therefore, a questionnaire survey was distributed to 160 respondents. From the questionnaires will be able to describe the situation and understand the problem to be analyzed. The questionnaire survey of distributes to customers that using taxi in Kota Bharu, Kelantan by randomly.